

ORDER



KSNV

| | | | |
|------------|----------------------|--|---|
| Orders | Order / Rev: | 102176 <i>-Revised</i> |  |
| | Alt Order #: | 06817336 | KSNV |
| | Product Desc: | DEM CONG. CAMP COMM | |
| | Estimate: | 1199 | |
| | Flight Dates: | 10/11/12 - 10/15/12 | Amy McCreary |
| | Original Date / Rev: | 05/25/12 / 07/19/12 | BLPHI |
| | Order Type: | GENERAL | National |
| Agency | Name: | Great American Media | |
| | Buying Contact: | | Cash |
| | Billing Contact: | | Broadcast |
| | | 1010 Wisconsin Ave. NW | EOM/EOC |
| | | Washington, DC 20007 | 15% |
| Advertiser | Name: | Democratic Congressional Campaign <i>Revised</i> | |
| | Demographic: | A35+ | New Business Thru: |
| | Product Codes: | PLI2 | Order Separation: |
| | Priority: | SELECT PRIORITY CODE | Advertiser External ID: |
| | Revenue Codes: | POLITICAL/AGY, PISSUE, GEN | Agency External ID: |

BILL Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
|------------|----------|---------|--------------|-------------|--------------|---------|--------------|-------------|--------|
| 10/01/12 | 10/15/12 | 91 | \$59,025.00 | \$50,171.25 | October 2012 | 91 | \$59,025.00 | \$50,171.25 | 0.00 |
| | | | | | Totals | 91 | \$59,025.00 | \$50,171.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

Amy McCreary Start Of Order - End Of Order 100%

Order Share

| | | |
|--------|------|--------------|
| KSNV | 30% | \$59,025.00 |
| Market | 100% | \$196,750.00 |

Competitive Share

| | | |
|-------|-----|-------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 24% | \$47,220.00 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 16% | \$31,480.00 |
| KTUD | 1% | \$1,967.50 |
| KVVU | 20% | \$39,350.00 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 9% | \$17,707.50 |

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Order / Rev: 102176
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Flight Dates: 10/11/12 - 10/15/12

Advertiser: Democratic Congressional Campaign Cc
Product Desc: DEM CONG. CAMP COMM
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KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri. | Rtg | Type | Spots | Amount | |
|--|------|-------------------|-----------------|------------------------|----------|-------------------|---------|---------|-------|-------------|------|---------------|-----------|-------|------------|------------|
| | | | | Rachael Ray | | | | | | | | | | | | |
| | | | | Rachael Ray | | | | | | | | | | | | |
| RACHEL RAY CHANGE IN START DATE TO 10/11 | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: | 10/11/12 | 10/17/12 | M---TF-- | | 5 | | | \$325.00 | | 0.00 | | | | |
| E 14 | KSNV | 10/11/12 | 10/15/12 | Noon News | CM | 12-1230pm | | :30 | 5 | \$425.001 | 0.00 | NM | | 5 | \$2,125.00 | |
| | | | | Noon News | | | | | | | | | | | | |
| NEWS 3 AT NOON CHANGE IN START DATE TO 10/11 | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: | 10/11/12 | 10/17/12 | M---TF-- | | 5 | | | \$425.00 | | 0.00 | | | | |
| E 15 | KSNV | 10/11/12 | 10/15/12 | The Agenda | 1230pm | CM | 1230-1p | | | M---TF-- | :30 | 5 | \$325.001 | 0.00 | NM | |
| | | | | The Agenda | 1230pm | | | | | | | | | | 5 | \$1,625.00 |
| NEWS 4: THE AGENDA CHANGE IN START DATE TO 10/11 | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: | 10/11/12 | 10/17/12 | M---TF-- | | 5 | | | \$325.00 | | 0.00 | | | | |
| E 16 | KSNV | 10/11/12 | 10/15/12 | The Doctors | CM | 2pm-3pm | | :30 | 5 | \$325.001 | 0.00 | NM | | 5 | \$1,625.00 | |
| | | | | The Doctors | | | | | | | | | | | | |
| THE DOCTORS CHANGE IN START DATE TO 10/11 | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: | 10/11/12 | 10/17/12 | M---TF-- | | 5 | | | \$325.00 | | 0.00 | | | | |
| E 17 | KSNV | 10/11/12 | 10/15/12 | Dr. Phil | CM | 3-4p | | :30 | 5 | \$450.001 | 0.00 | NM | | 5 | \$2,250.00 | |
| | | | | Dr Phil | | | | | | | | | | | | |
| DR. PHIL CHANGE IN START DATE TO 10/11 | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: | 10/11/12 | 10/17/12 | M---TF-- | | 5 | | | \$450.00 | | 0.00 | | | | |
| E 18 | KSNV | 10/11/12 | 10/15/12 | News 3 at 4 (1/2 hr) | CM | 4-430p | | :30 | 4 | \$725.001 | 0.00 | NM | | 4 | \$2,900.00 | |
| | | | | News 3 at 4 | | | | | | | | | | | | |
| FIRST NEWS 3 AT FOUR CHANGE IN START DATE TO 10/11 | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: | 10/11/12 | 10/17/12 | M---TF-- | | 4 | | | \$725.00 | | 0.00 | | | | |
| E 19 | KSNV | 10/11/12 | 10/15/12 | News 3 at 430pm | CM | 430-5pm | | :30 | 5 | \$725.001 | 0.00 | NM | | 5 | \$3,625.00 | |
| | | | | News 3 at 4:30PM | | | | | | | | | | | | |
| NEWS 4 AT 430P CHANGE IN START DATE TO 10/11 | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: | 10/11/12 | 10/17/12 | M---TF-- | | 5 | | | \$725.00 | | 0.00 | | | | |
| E 20 | KSNV | 10/11/12 | 10/15/12 | M-F Early News | CM | 5-630p | | :30 | 5 | \$1,200.001 | 0.00 | NM | | 5 | \$6,000.00 | |
| | | | | M-F Early News | | | | | | | | | | | | |
| EARLY NEWS CHANGE IN START DATE TO 10/11 | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: | 10/11/12 | 10/17/12 | M---TF-- | | 5 | | | \$1,200.00 | | 0.00 | | | | |
| E 21 | KSNV | 10/13/12 | 10/13/12 | Sa-Su Early News | CM | 5pm-630pm | | -----S- | 1 | \$675.001 | 0.00 | NM | | 1 | \$675.00 | |
| | | | | Sa-Su Early News | | | | | | | | | | | | |
| KSNV EARLY NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: | 10/08/12 | 10/14/12 | -----S- | | 1 | | | \$675.00 | | 0.00 | | | | |
| E 22 | KSNV | 10/11/12 | 10/15/12 | M-F Jeopardy | CM | 630-7pm | | :30 | 4 | \$1,300.001 | 0.00 | NM | | 4 | \$5,200.00 | |
| | | | | M-F Jeopardy | | | | | | | | | | | | |
| JEOPARDY CHANGE IN START DATE TO 10/11 AND TP | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: | 10/11/12 | 10/17/12 | M---TF-- | | 4 | | | \$1,300.00 | | 0.00 | | | | |
| E 23 | KSNV | 10/11/12 | 10/15/12 | M-F Wheel | CM | 7-730pm | | :30 | 5 | \$1,300.001 | 0.00 | NM | | 5 | \$6,500.00 | |
| | | | | M-F Wheel of Fortune | | | | | | | | | | | | |
| WHEEL OF FORTUNE CHANGE IN START DATE TO 10/11 AND TIME PERIOD | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: | 10/11/12 | 10/17/12 | M---TF-- | | 5 | | | \$1,300.00 | | 0.00 | | | | |
| E 24 | KSNV | 10/13/12 | 10/13/12 | Weekend Jeopardy/WheGM | CM | 630-730pm | | -----S- | 1 | \$525.001 | 0.00 | NM | | 1 | \$525.00 | |
| | | | | WKND Jeop/Wheel | | | | | | | | | | | | |
| JEOPARDY/ WHEEL OF FORTUNE | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: | 10/08/12 | 10/14/12 | -----S- | | 1 | | | \$525.00 | | 0.00 | | | | |
| E 25 | KSNV | 10/15/12 | 10/15/12 | | CM | 10-11pm | | -----S- | 1 | \$3,200.001 | 0.00 | NM | | 1 | \$3,200.00 | |

Order / Rev: 102176
 Alt Order #: 06817336
 Flight Dates: 10/11/12 - 10/15/12

Advertiser: Democratic Congressional Campaign Cc
 Product Desc: DEM CONG. CAMP COMM
 Estimate: 1199

KSNV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount | | | | | | | | | | | |
|---|----------|----------|------------|---------------------------|--------|----------------|---------|-----|-------|------------|-----|------|--------|----------------|------------|----------|----------|------------|------|--------|----------------|----------|---------|---|------------|------|
| Mon PR 10-11p Monday Prime 10-11pm | | | | | | | | | | | | | | | | | | | | | | | | | | |
| SMASH | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/15/12 | 10/21/12 | M----- | 1 | \$3,200.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | |
| E 26 | KSNV | 10/14/12 | 10/14/12 | LAW & ORDER (synd) RUM | SU | 10-11p | -----S | :30 | 1 | \$900.00 | 1 | 0.00 | NM | 1 | \$900.00 | | | | | | | | | | | |
| Law & Order (synd) PRIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LAW & ORDER | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | -----S | 1 | \$900.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | |
| E 27 | KSNV | 10/11/12 | 10/15/12 | M-F News 3 at Eleven CM | | 11pm-1135pm | M--TF-- | :30 | 1 | \$1,200.00 | 1 | 0.00 | NM | 1 | \$1,200.00 | | | | | | | | | | | |
| M-F News 3 at Eleven | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWS 3 NIGHTSIDE CHANGE IN START DATE TO 10/11 | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/11/12 | 10/17/12 | M--TF-- | 1 | \$1,200.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | |
| E 28 | KSNV | 10/13/12 | 10/13/12 | Sa-Su News 3 at Eleven CM | | 11pm-1135pm | -----S- | :30 | 1 | \$1,100.00 | 1 | 0.00 | NM | 1 | \$1,100.00 | | | | | | | | | | | |
| Sa-Su News 3 at Eleven | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWS 3 NIGHTSIDE | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | -----S- | 1 | \$1,100.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | |
| E 29 | KSNV | 10/11/12 | 10/15/12 | The Tonight Show CM | | 1135p-1237a | M--TF-- | :30 | 3 | \$500.00 | 1 | 0.00 | NM | 3 | \$1,500.00 | | | | | | | | | | | |
| Tonight Show | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TONIGHT SHOW W/ JAY LENO CHANGE IN START DATE TO 10/11 | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/11/12 | 10/17/12 | M--TF-- | 3 | \$500.00 | 0.00 | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | Totals | 91 \$69,025.00 | | | | | | | | | | | | |